



## Media Release

Vernier, 19 September 2019

### **Givaudan's Chef's Council 2019 edition takes on 'The Protein Challenge'**

Four top chefs from around the world join Givaudan experts to explore new culinary concepts for meat and plant proteins and to develop the future of food

Givaudan, the world's leading flavour and fragrances company and expert in taste, has announced its latest Givaudan's Chef's Council event focusing on protein. In this edition, four world renowned, international chefs will take on the challenge of creating delicious taste in plant-based meat-alternatives, one of the strongest dietary shifts and greatest innovation opportunities in the food industry today, as well as generating new inspiration for, and redefining, traditional meat products.

Givaudan's distinguished Chef's Council, an industry first that originally launched in 2006, brings together some of the most creative culinary minds in the world to focus on a current challenging theme. This pioneering approach has led Givaudan to some astonishing innovative culinary breakthroughs over the past decade; this October, Givaudan will continue the tradition, building on its vast success. Givaudan believes that culinary expertise and inspiration will be great levers in encouraging consumers to get more of their proteins from non-meat sources and to bring desirable new plant-based dishes to consumers' plates, so it was a clear choice as a theme for this year's event.

This October, the four participating guest chefs will be:

- Chantelle Nicholson, Tredwells, London, UK
- Cristina Bowerman, Glass Hostaria, Roma, Italy
- Helena Rizzo, Mani Restaurant, Sao Paulo, Brazil
- Amanda Cohen, Dirt Candy, New York, USA

Each will be developing and presenting inspiring culinary approaches with a strong focus on plant proteins. By addressing areas that include plant protein snacks; modern barbecuing; and considering how the techniques and benefits of slow cooking meat may be applied to meat alternatives, they will create the next generation of plant based foods.

Flavio Garofalo, Global Category Director Savoury Flavours and Natural Ingredients said: "All our 2019 chefs are experts in protein and plant-based meals and we are very excited to see the ideas and solutions they will be presenting to our challenging protein briefs. The Givaudan's Chef's Council programme has a distinguished history of producing strong commercial results from these creative challenges. Our highly successful Richness, Freshness and Beyond Sweetness products, to name a few, have all grown out of past Givaudan's Chef's Council events, and we believe that our 2019 event will be no exception."





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Michelin-starred chef Cristina Bowerman said: "It is really exciting to work on ideas for this event and to think about plant-based menus and new ways of eating. Plant-based meals present the opportunity for creativity and developing new and surprising flavours; I am really looking forward to taking part in Givaudan's Chef's Council 2019."

The event will be taking place in London, one of the most vibrant melting pots of culinary influences, providing the perfect setting to create both new meat and plant protein alternatives. More on the Givaudan's Chef's Council can be found at: [www.givaudan.com/flavours/meeting-your-needs/givaudans-chefs-council](http://www.givaudan.com/flavours/meeting-your-needs/givaudans-chefs-council). Be sure to follow Givaudan on LinkedIn, Facebook and Twitter for regular updates on the Givaudan's Chef's Council including live updates from the event.

#### **Notes to editors**

A radical transformation of the global food system is currently underway and it is well recognised that diets rich in plant-based foods bring environmental as well as human health benefits. There is also growing consumer demand for healthier, more sustainable protein options. Collaboration across the food chain will be critical in further encouraging this dietary shift and giving people access to more nutritious diets.

A Sense of Tomorrow is Givaudan's approach to sustainability. It represents our commitment to shaping a sustainable future for our industry in three focus areas: Sourcing for Shared Value, Innovating Responsibly and Acting for Our Environment. Givaudan is committed to contributing to the United Nations Sustainable Development Goals (SDGs) and our focus on plant-based proteins helps to support SDG 2 on zero hunger and SDG 17 on collaboration for the goals. You can read more about A Sense of Tomorrow at [www.givaudan.com/sustainability](http://www.givaudan.com/sustainability).

#### **About Givaudan**

Givaudan is the global leader in the creation of flavours and fragrances. In close collaboration with food, beverage, consumer product and fragrance partners, Givaudan develops tastes and scents that delight consumers the world over. With a passion to understand consumers' preferences and a relentless drive to innovate, Givaudan is at the forefront of creating flavours and fragrances that 'engage your senses'. The Company achieved sales of CHF 5.5 billion in 2018. Headquartered in Switzerland with local presence in over 145 locations, the Company has almost 13,600 employees worldwide. Givaudan invites you to discover more at [www.givaudan.com](http://www.givaudan.com).

#### **About Givaudan Flavours**

Givaudan's comprehensive knowledge of local flavours, extensive global footprint and strategic insights enable close partnerships with customers wherever they may be. With a customised approach to product creation, the Flavour Division is a powerhouse of knowledge, innovation and creativity equipped to surprise customers and consumers with fresh, unique ideas and solutions. Givaudan creates lasting flavour and taste experiences that touch emotions across key segments including beverages, sweet goods, savoury and snacks; regardless of product category Givaudan's passion is to make food and beverage products taste delicious. We invite you to 'engage your senses' and learn more about Flavours at [www.givaudan.com/flavours](http://www.givaudan.com/flavours).

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